

Application No. 10/022,649
Atty. Dkt. No. SEDN/4665-5

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method for ~~providing~~allowing access to interactive features of an electronic program guide (EPG) features ~~by a user from within a broadcast advertisements, the method comprising:~~

storing presentation guide software for presenting an ~~EPG~~electronic program guide at a user location;

receiving a broadcast advertisement comprising audio, video, and promotional metadata over a broadcast distribution network, the promotional metadata including a plurality of data items, the data items including a promotion type and an EPG feature, the promotion type including a purchasable event and an interactive advertisement;

~~analyzing the promotional metadata to determine one or more valid electronic program guide features;~~

displaying the EPG~~an electronic program guide;~~

presenting a broadcast advertisement based on the data items, the broadcast advertisement including the EPG feature~~the one or more valid electronic program guide features within the electronic program guide; and~~

executing the EPG feature~~an electronic program guide feature, when it is selected from within the broadcast advertisement by a~~ user;

wherein the EPG feature is selected from the group consisting of: future force tuning a program, creating a reminder within the EPG, purchasing a pay-per-view event, and accessing on-line content.

2. (Currently amended) The method of claim 1, wherein ~~receiving the promotional metadata comprises receiving the promotional metadata is in at least one~~one or more vertical blanking interval lines of a broadcast video signal.

3. (Currently amended) The method of claim 1, wherein ~~receiving the promotional metadata comprises receiving the promotional metadata includes~~ as data encoded into a private data packet transmitted over the broadcast distribution network.

4-7. (Cancelled)

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8. (Currently amended) The method of claim 1, ~~wherein the one or more valid electronic program guide features comprises~~ further comprising:

recording the ~~broadcast~~promotional advertisement.

9. (Currently amended) The method of claim 8, wherein the ~~broadcast~~promotional advertisement is recorded to a local recording device.

10. (Currently amended) The method of claim 8, wherein the ~~broadcast~~promotional advertisement is recorded to a remote recording device located on the broadcast distribution network.

11. (Currently amended) The method of claim 1, further comprising:
presenting the ~~broadcast~~promotional advertisement as a full screen ~~promotional~~ advertisement.

12. (Currently amended) The method of claim 1, further comprising:
presenting the ~~broadcast~~promotional advertisement within the EPG~~electronic program guide~~.

13. (Cancelled)

14. (Currently amended) Computer readable media comprising program code, the program code operative to be executed by a programmable computer, the program code comprising a method for providing~~allowing~~ access to ~~interactive features of an~~ electronic program guide (EPG) ~~features by a user from within a broadcast advertisements~~, the method comprising:

storing presentation guide software for presenting an EPG~~electronic program guide~~ at a user location;

receiving ~~at the broadcast advertisement comprising~~ audio, video, and promotional metadata over a broadcast distribution network, the promotional metadata including a

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plurality of data items, the data items including a promotion type and an EPG feature,
the promotion type including a purchasable event and an interactive advertisement;

displaying the ~~EPG~~electronic program guide on a display device;

~~analyzing the promotional metadata to determine one or more electronic program~~
~~guide features;~~

presenting a broadcast advertisement based on the data items, the broadcast
advertisement including the EPG feature~~one or more electronic program guide features~~
~~within the electronic program guide; and~~

executing the EPG feature~~an electronic program guide feature, when it is~~
selected from within the broadcast advertisement by a user;

wherein the EPG feature is selected form the group consisting of: future force
tuning a program, creating a reminder within the EPG, purchasing a pay-per-view event,
and accessing on-line content.

15. (Cancelled)

16. (New) A process for providing access to interactive features of electronic
program guides (EPGs) from within broadcast advertisements, comprising:

receiving broadcast audio and video content along with a promotional metadata
file associated with the broadcast audio and video content, the promotional metadata
file including a plurality of data items, the data items including a promotion type, the
promotion type including a purchasable event and an interactive advertisement;

presenting a promotion based on at least a portion of the data items;

receiving a selection of the promotion; and

collecting payment information, if the promotion type is the purchasable event.

17. (New) The process of claim 16, further comprising:

presenting a full screen of the promotion, when the promotion type is the
interactive advertisement.

18. (New) The process of claim 17, wherein a plurality of promotions is

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interspersed among the broadcast audio and video content.

19. (New) The process of claim 16, further comprising:
presenting the promotion within an electronic program guide (EPG), when the promotion type is the interactive advertisement.

20. (New) The process of claim 16, wherein the data items include a web action and a web address and further comprising:
receiving a selection of the web action; and
providing access to a web page associated with the web address.

21. (New) The process of claim 20, wherein the web page is displayed in a picture-in-picture (PIP) window.

22. (New) The process of claim 16, wherein the data items include a show date, a show time, and a tune action; and further comprising:
determining whether the promotion is for an event that is presently playing using the data items, the data items including a show date and a show time;
setting a reminder, when a program reminder is selected and the event is not presently playing; and
tuning the event, when the event is presently playing and the program reminder is not selected.

23. (New) The process of claim 22, further comprising:
setting a recording device, when the event is not presently playing and the program reminder is not selected.

24. (New) The process of claim 16, further comprising:
storing a plurality of promotions; and
presenting the stored promotions.

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25. (New) The process of claim 16, wherein the data items are selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

26. (New) The process of claim 25, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.

27. (New) A set top terminal for providing access to interactive features of electronic program guides (EPGs) from within broadcast advertisements, comprising:
a network interface to receive broadcast audio and video content along with at least one promotional metadata file associated with the broadcast audio and video content from a distribution network;

a promotional metadata storage to store the promotional metadata file, the promotional metadata file including a plurality of data items, the data items including a promotion type and an EPG action, the promotion type including a purchasable event and an interactive advertisement;

a presentation component to provide a presentation and a plurality of navigation tools, the presentation including the broadcast audio and video content, at least one EPG, and at least one promotion, the promotion being based on at least a portion of the data items; and

a display interface to present the presentation and navigation tools on a display device;

wherein the navigation tools provide interact with the EPG action within the promotion.

28. (New) The set top terminal of claim 27, wherein the presentation includes a full screen of the promotion, when the promotion type is the interactive advertisement.

29. (New) The set top terminal of claim 28, wherein the presentation includes a plurality of promotions that are interspersed among the broadcast audio and video

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content.

30. (New) The set top terminal of claim 27, wherein the presentation includes the promotion within an electronic program guide (EPG), when the promotion type is the interactive advertisement.

31. (New) The set top terminal of claim 27, wherein the data items include at least one data item selected from the following: a product identifier, an EPG action, a force tune channel identifier, timing information, a network, a price, a synopsis, and an advertisement identifier.

32. (New) The set top terminal of claim 27, wherein the EPG action is selected from the following: a tune action, a reminder action, a web action, a pay-per-view purchase, a store action, and a record action.

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